

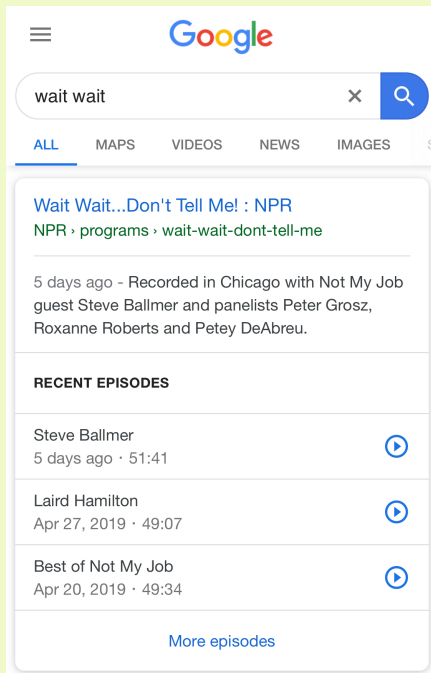


# PODCAST POWER

June, 2019

## Google is making it even easier to listen to podcasts!

In their latest podcast investment, Google has made it possible to type the name of certain podcasts into the search bar, and get direct links to listen the most recent episodes!



- With this type of prominence in search engine results, Google once again displays its belief in the importance and popularity of podcasts.
- They are expecting lots of people to hear about mainstream podcasts and search for them on the web!
- Not only are they expecting those searches, but they want to make it easier for the podcasts to be heard as a result of those searches.

To learn more on how this works, check out the latest blog from [WorkforcePods.com](http://WorkforcePods.com)!

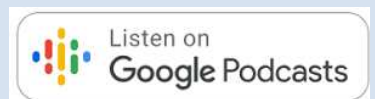


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- Creating IT Futures, IL

Here's to another great year of podcasting!

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